

2008 United Way Information

Who to ask when you have questions:

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United Way Leadership & Major Gifts	Denise Juarez, 533-2434 Ext. 238 djuarez@unitedwayelpaso.org
Additional Materials	Many materials are available to download on Our Web site www.unitedwayelpaso.org or contact your fundraising representative.

United Way Fundraising

Helpful Hints for Running a United Way Fundraising Effort

- Obtain Commitment From Top Management
- Develop a Strong Fundraising Team
- Plan & Prepare for the Fundraising
 - Establish your fundraising goals
 - Identify steps to success
 - Develop Fundraising Themes
 - Identify Fun Activities
- Promote United Way and Make the Ask
 - Letters from the CEO
 - Employee Testimonials
 - Search out an employee of your company who has received services from a United Way funded program(s) and is willing to share their experience
 - Quick Facts- Did you know?
- Make sure all employees are given an investment form and supporting materials
- Set your goal to increase participation and ask every employee to invest
- Set your goal to increase investment amount and ask those employees who are currently giving to increase their gifts to match inflation (currently 3%)
- Celebrate & Report Results – have fun and remember to make each individual feel important
- Promote Year-Round Communications
 - Email both Real Life & United Way stories and Quick Facts throughout the year
 - Add United Way information to company newsletters
- Thank each person who helped with your company fundraiser, both publicly and with a personal note

United Way Fundraising

How to Run an Electronic Fundraiser

- Use All of the Steps on the Previous Page Plus.....
- Check your corporate email policy to find out what can be sent to employees
 - Set Guidelines For Attachments (one attachment per email)
 - Get information on using corporate web site for fundraising materials
- Build relationship with IT staff: Say hello, bring donuts, give UW t-shirts, etc.
- Decide on email strategy and timetable to promote United Way electronically
- Send emails announcing employee incentives for participation
- Have CEO send an email explaining how important UW fundraising is to the company
- Put UW video out via email, make sure UW video is on website
- Conduct an online auction (e.g., use ebay)
- Put links to United Way of El Paso County (www.unitedwayelpaso.org)
- Email explaining how online giving template works
- Provide suggested giving guidelines (% of giving vs. % of income)